WHAT IS CLAIMED IS:

1 1.   An advertisement supplying method for displaying

2 advertisement information on a terminal apparatus connected

3 via a network to each other, comprising:

4   a step for accepting both identification information

5 of an advertisement request person and identification

6 information of advertisement information related to said

7 advertisement request person from a terminal of said

8 advertisement request person;

9   a step for displaying point management information,

10 stored in a storage means in relation to both said accepted

11 identification information of the advertisement request

12 person and said accepted identification information of the

13 advertisement information, which is used to produce a point

14 which is applied to the advertisement information so as

15 to be displayed and which gives viewing persons an incentive

16 to view an advertisement on the terminal of the advertisement

17 request person, and also accepting an input/change operation

18 of said point management information;

19   a step for updating the point management information

20 stored in the storage means in accordance with the accepted

21 input/change operation;

22   a step for producing a point which is applied to the

23 advertisement information so as to be displayed by referring

24 to the point management information stored in said storage

25 means in response to an advertisement viewing request issued

26 from a terminal of an advertisement viewing person; and

27   a step for displaying the advertisement information

28 to which the produced point has been applied on the terminal

29 of the advertisement-viewing person under selectable

30 condition.

1 2. An advertisement supplying method as claimed in claim

2 1 wherein:

3   said point management information contains information

4 with respect to a combination of a degree of a point to

5 be displayed and a time of said point.

1 3. An advertisement supplying method as claimed in claim

2 1 wherein:

3   said advertisement supplying method is further

4 comprised of:

5   a step in which when a selection of advertisement

6 information from an advertisement viewing person is accepted,

7 a point applied to said advertisement information is applied

8 to said advertisement viewing person.

1 4. An advertisement supplying method as claimed in claim

2 1 wherein:

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3   said point management information includes a rule used

4   to determine a point to be displayed; and

5   in said step for producing the point, a degree of a

6   point which is applied to advertisement information so as

7   to be displayed is determined with reference to said rule.

1   5.   An advertisement supplying system for displaying

2   advertisement information on terminal apparatus connected

3   via a network to each other, comprising:

4   means for accepting both identification information

5   of an advertisement request person and identification

6   information of advertisement information related to said

7   advertisement request person from a terminal of said

8   advertisement request person;

9   means for displaying point management information,

10   stored in a storage means in relation to both said accepted

11   identification information of the advertisement request

12   person and said accepted identification information of the

13   advertisement information, which is used to produce a point

14   which is applied to the advertisement information so as

15   to be displayed and which gives viewing persons an incentive

16   to view an advertisement on the terminal of the advertisement

17   request person, and also accepting an input/change operation

18   of said point management information;

19   means for updating the point management information

20   stored in the storage means in accordance with the accepted

21   input/change operation;

22   means for producing a point which is applied to the

23   advertisement information so as to be displayed by referring

24   to the point management information stored in said storage

25   means in response to an advertisement viewing request issued

26   from a terminal of an advertisement viewing person; and

27   means for displaying the advertisement information

28   to which the produced point has been applied on the terminal

29   of the advertisement-viewing person under selectable

30   condition.

1   6.   An advertisement supplying system as claimed in claim

2   5 wherein:

3   said point management information contains information

4   related to a combination of a degree of a point to be displayed

5   and a time of said point.

1   7.   An advertisement supplying system as claimed in claim

2   5 wherein:

3   said advertisement supplying system is further

4   ·comprised of:

5   means in which when a selection of advertisement

6   information from an advertisement viewing person is accepted,

7   a point applied to said advertisement information is applied

8   to said advertisement viewing person.

1 8.   An advertisement supplying system as claimed in claim

2 5 wherein:

3   said point management information includes a rule used

4 to determine a point to be displayed; and

5   in said means for producing the point, a degree of

6 a point which is applied to advertisement information so

7 as to be displayed is determined with reference to said

8 rule.

1 9.   A program product capable of operating a computer as

2 an advertisement supplying method for displaying

3 advertisement information on a terminal apparatus connected

4 via a network to each other, comprising:

5   a process for accepting both identification information

6 of an advertisement request person and identification

7 information of advertisement information related to said

8 advertisement request person from a terminal of said

9 advertisement request person;

10   a process for displaying point management information,

11 stored in a storage means in relation to both said accepted

12 identification information of the advertisement request

13 person and said accepted identification information of the

14 advertisement information, which is used to produce a point

15 which is applied to the advertisement information so as

16 to be displayed and which gives viewing persons an incentive

17 to view an advertisement on the terminal of the advertisement

18 request person, and also accepting an input/change operation

19 of said point management information;

20   a process for updating the point management information

21 stored in the storage means in accordance with the accepted

22 input/change operation;

23   a process for producing a point which is applied to

24 the advertisement information so as to be displayed by

25 referring to the point management information stored in

26 said storage means in response to an advertisement viewing

27 request issued from a terminal of an advertisement viewing

28 person; and

29   a process for displaying the advertisement information

30 to which the produced point has been applied on the terminal

31 of the advertisement-viewing person under selectable

32 condition.

1 10. A program product as claimed in claim 9 wherein:

2   said point management information contains information

3 related to a combination of a degree of a point to be displayed

4 and a time of said point.

1 11. A program product as claimed in claim 9 wherein:

2   said program product is further comprised of:

3   a process in which when a selection of advertisement

4 information from an advertisement viewing person is accepted,

5 a process operation such that a point applied to said

6   advertisement information is applied to said advertisement

7   viewing person is executed by the computer.

1   12. A program product as claimed in claim 9 wherein:

2   said point management information includes a rule used

3   to determine a point to be displayed; and

4   in said process for producing the point, a degree of

5   a point which is applied to advertisement information so

6   as to be displayed is determined with reference to said

7   rule.